ENTREPRENEURSHIP ASSISTANCE CENTER PROGRAM
60TH GROUP
March 16 – May 18, 2020

DAYS    Monday & Wednesday Evenings
TIME    6:00 p.m. – 9:00 p.m.
PLACE   Oak Street Center- Room 122

1. February 26  1:00-2:00  Start and Expand Your Business – Free Webinar
2. March 16  6:00-8:00  Business Model Canvas – Mitch Tobol
8:00-8:30  Customer Discovery Presentation – Sharon Goldsmith
8:30-9:00  Class worktime
3. March 18  6:00-9:00  Products/Services/Market Analysis
   Mitch Tobol
4. March 23  Assignment 1 Due
   6:00-7:00  Customer Discovery Report
   7:15-9:00  Customer Profile/SWOT/Competitive Analysis
   Mitch Tobol
5. March 25  6:00-9:00  Industry Patterns/Trends
   Mitch Tobol
6. March 30  6:00-9:00  Branding/Positioning
   Mitch Tobol
7. April 1  6:00-7:00  Executive Summary/Pitch Presentation Format Overview
   7:15-9:00  Website/Social Media
   Mitch Tobol
8. April 6  Assignment 2 Due
   6:00-7:00  Customer Discovery Report
   7:15-9:00  Media Strategies
   Mitch Tobol
   April 7  5:30 – 8:30  PowerPoint (Optional), Oak Street Center, Room 125
   Elizabeth Lorentzen
9. April 8  6:00-9:00  Sales
   Mitch Tobol
10. April 13  6:00-7:00  Loans/Credit/Criteria
    Gary Raisig, Capital One Bank
11. April 15  
**Assignment 3 Due**  
6:00-7:00  Customer Discovery Report  
7:15-9:00  Pricing/Break Even Analysis/Operating Budget  
Mitch Tobol

April 20  
4:00-6:00  Pitch Presentation Practice (Optional)  
Phil Rugile

12. April 20  
6:00-9:00  Forms of Ownership/Taxes  
Jack Sullivan

April 21  
5:30-7:30  Excel Part 1 (Optional) Oak Street Center, Room 125  
Elizabeth Lorentzen

14. April 22  
6:00-9:00  Management/Personnel/Green Opportunities  
Mitch Tobol

15. April 27  
**Assignment 4 Due**  
6:00-7:00  Customer Discovery Report/Questions on Pitch Presentation  
7:15-9:00  Recordkeeping – Oak Street Ctr, Room 122  
Deborah Miraglia

April 28  
5:30-7:30  Excel Part 2 (Optional) Oak Street Center, Room 125  
Elizabeth Lorentzen

16. April 29  
8:30-10:30  Digital Marketing Breakfast (ideaHUb) A.M.  
Mitch Tobol

April 29  
4:00-6:00  Pitch Presentation Practice (Optional)  
Phil Rugile

April 29  
6:00-9:00  Recordkeeping – Oak Street Ctr, Room 123  
Deborah Miraglia

May 4  
4:00-6:00  Pitch Presentation Practice (Optional)  
Phil Rugile

17. May 4  
6:00-9:00  Financial Statements – Oak Street Ctr, Room 125  
Deborah Miraglia

18. May 6  
**Assignment 5 Due**  
6:00-9:00  Financial Statements/Action Plan – Oak Street Ctr, Room 125  
Deborah Miraglia
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<th>Date</th>
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<tr>
<td>May 11</td>
<td>4:00-6:00</td>
<td>Pitch Presentation Practice (Optional)</td>
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<td>Phil Rugile</td>
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19. May 11  Assignment 6 Due
6:00-9:00    Final Customer Discovery Report and Final Draft Business Model Canvas Discussion, Pitch Presentation Practice – Oak Street Ctr, Room 125
             Mitch Tobol

20. May 18  6:00-9:00 Pitch Presentations (ideaHUb)
             Deborah Miraglia, Mitch Tobol

FINAL Business Model Canvas, Executive Summary, and Pitch Presentation Due Friday, May 15, 2020 by 10 am.